

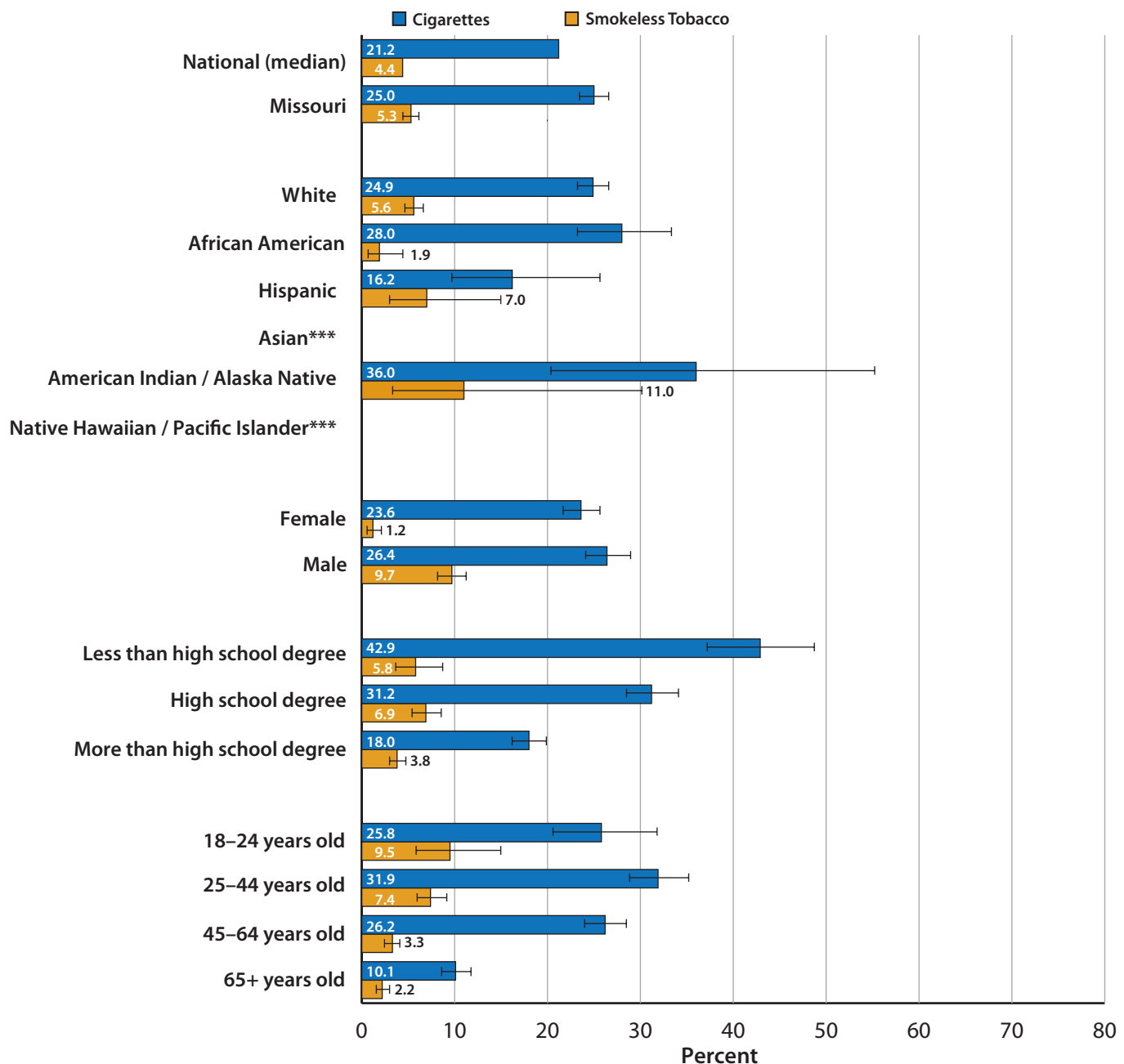
Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Missouri, the percentage of adults (ages 18+) who currently smoke cigarettes was 25.0% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Missouri ranked 43rd among the states.

The percentage of adults who currently use smokeless tobacco was 5.3% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Missouri ranked 37th among the states.

Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics

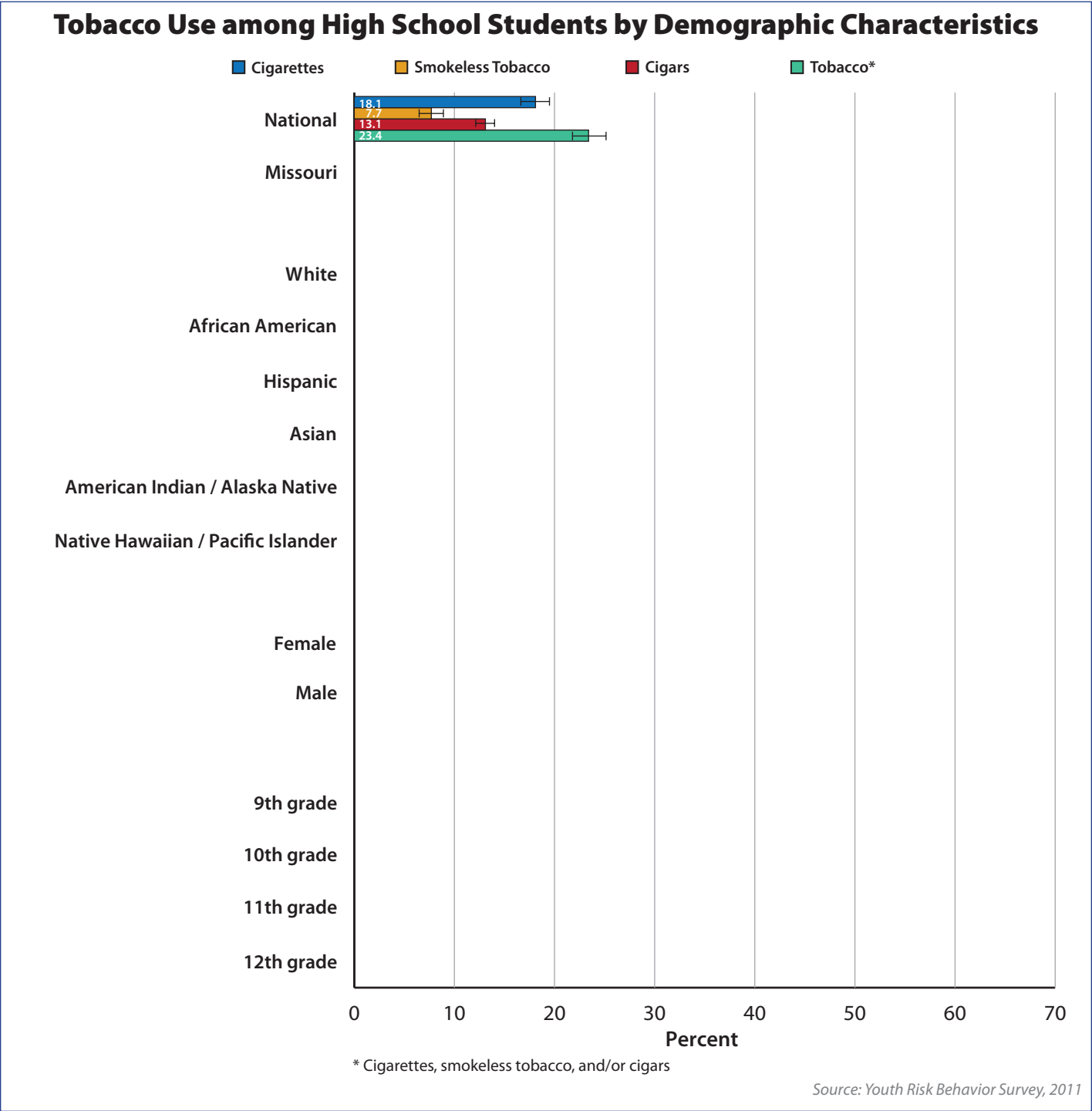


Source: Behavioral Risk Factor Surveillance System, 2011

MISSOURI

Youth Current Cigarette/Smokeless Tobacco/Cigar Use

Missouri had no reported YRBS data in 2011.

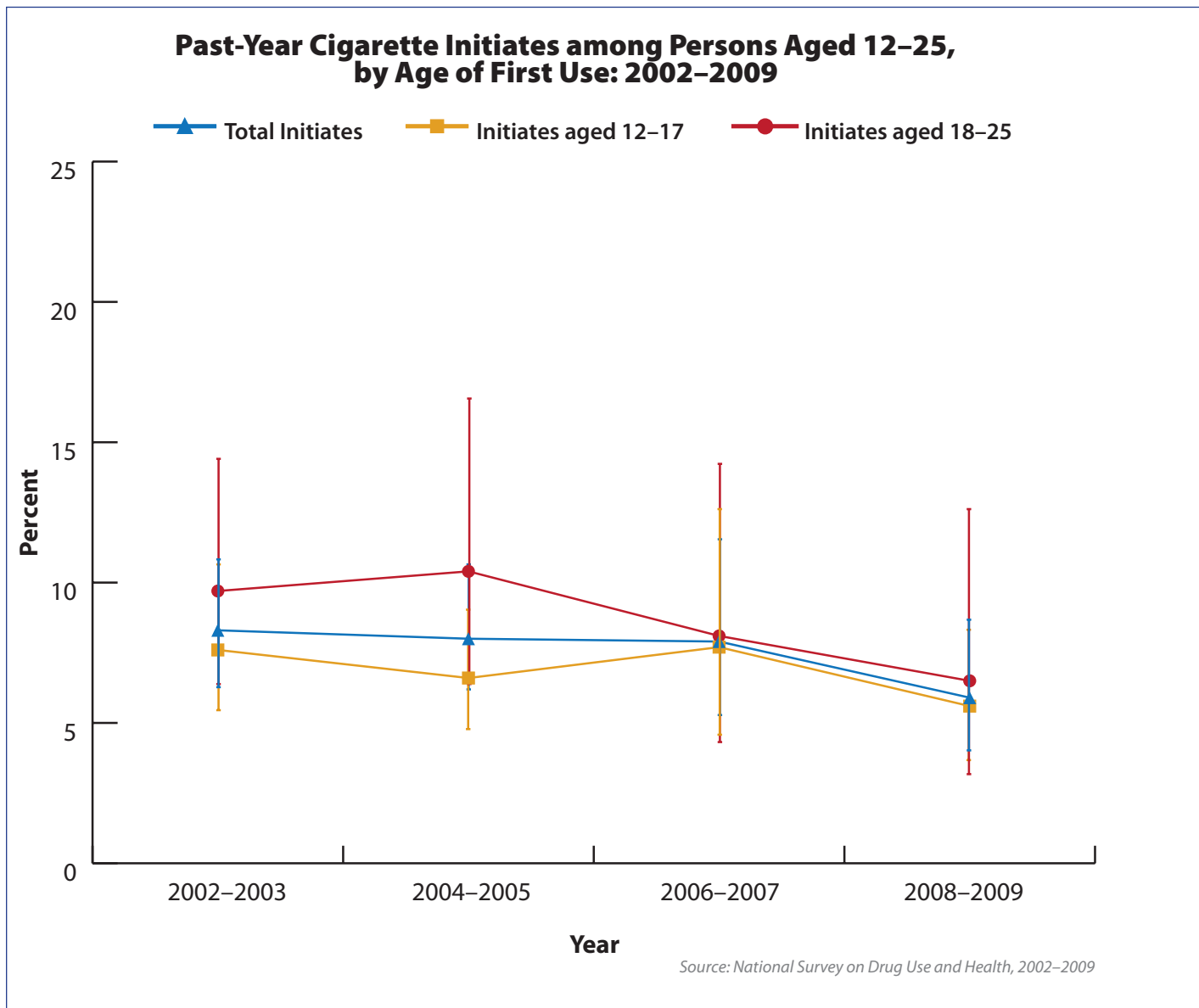


MISSOURI

Past-Year Cigarette Initiation

In 2008-2009, of all Missouri youth ages 12-17 who had never smoked, 5.6% smoked a cigarette for the first time in the past year. This ranked 18th in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 6.5% smoked a cigarette for the first time in 2008-2009. This ranked 11th in the nation, with a range of 4.2%–14.7% among the states.



Protect

Adult Exposure to Secondhand Smoke

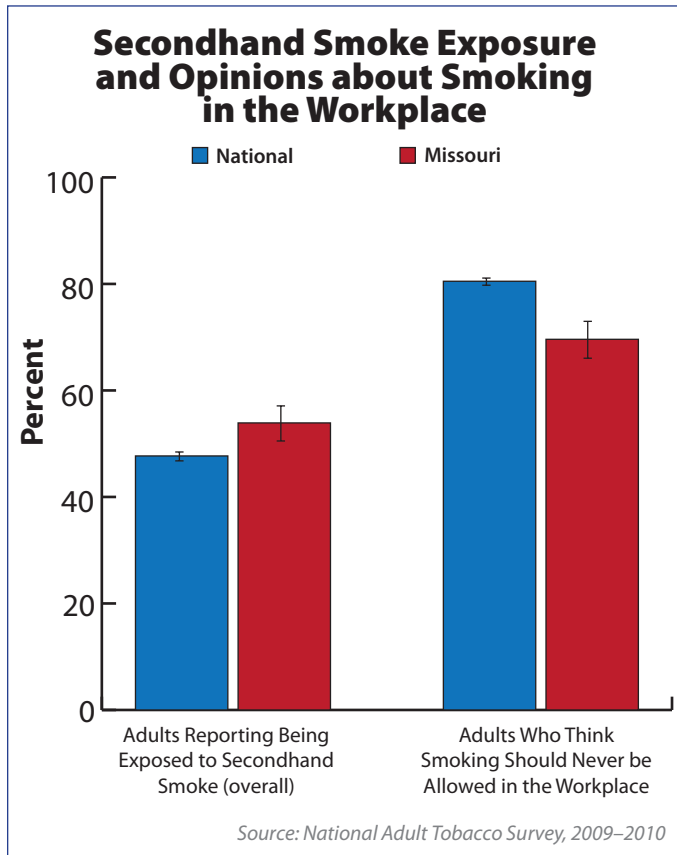
Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Missouri than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Missouri was 53.9%, ranking 48th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Missouri adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke

Overall	Workplaces	Homes	Vehicles	Public Places
53.9%	24.1%	17.2%	19.6%	37.6%

Source: National Adult Tobacco Survey, 2009–2010

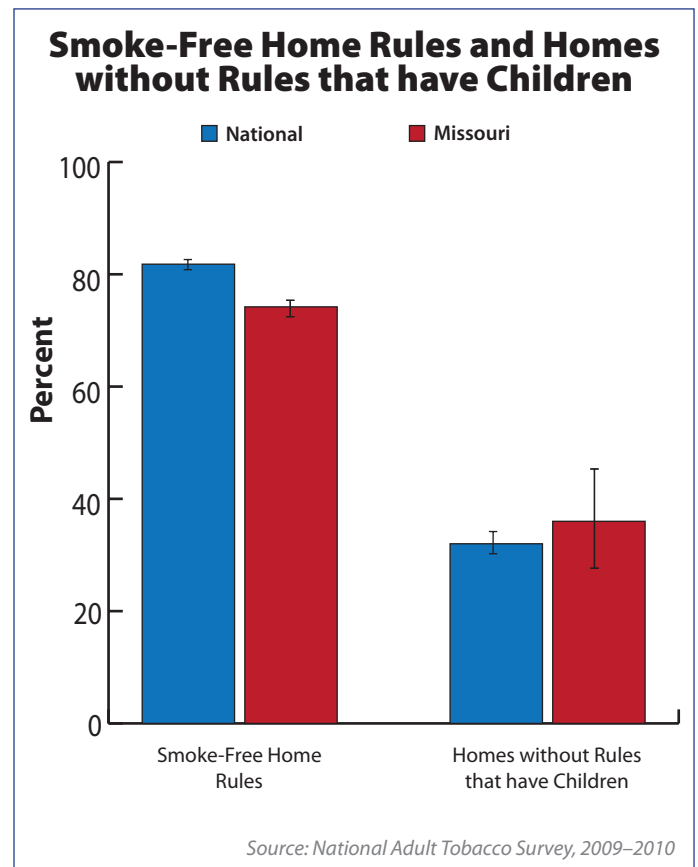


Opinions about Smoking in the Workplace

In 2009-2010, 69.6% of adults in Missouri thought that smoking should never be allowed in indoor workplaces, ranking 49th among the states.

Smoke-Free Home Rules

In 2009-2010, 74.2% of adults in Missouri reported that their homes had smoke-free home rules, ranking 48th among the states. The percentage of homes without smoke-free home rules with children living in them was 36.0%, ranking 40th among the states.







MISSOURI

State Smoke-Free Policy

As of June 30, 2012, Missouri had laws that do not fully protect individuals from secondhand smoke by allowing smoking in indoor areas of workplaces, restaurants, and bars. The state allowed communities to enact local smoke-free laws.

Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
			
No*	No*	No*	Yes

* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.

^b Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

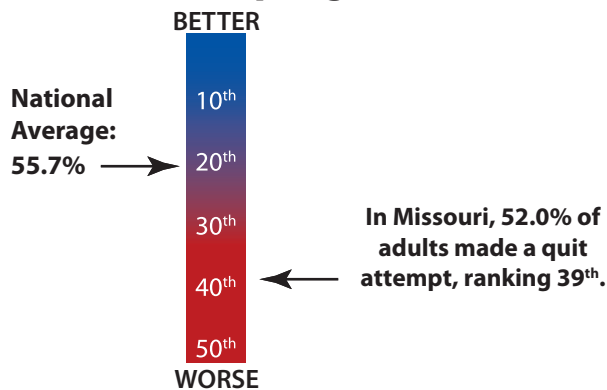
Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 52.0% of Missouri adult smokers made a quit attempt in the past year, ranking 39th among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009–2010

Quitline Utilization

In 2010, the Missouri quitline received 15,329 calls, and 6,785 tobacco users (an estimated 0.6% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications

In 2010, Missouri's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Missouri provided partial coverage for nicotine replacement therapies, partial coverage for varenicline, partial coverage for bupropion, and partial coverage for counseling (individual and/or group).

Medicaid Coverage for Counseling and Medications

Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
Partial ^{a,b,c}	Partial ^{a,b}	Partial ^{a,b}	Partial ^{a,b}

^a Pregnant women only

^b Fee-for-service only

^c Available only via the quitline

Note: Not all footnotes may be used.

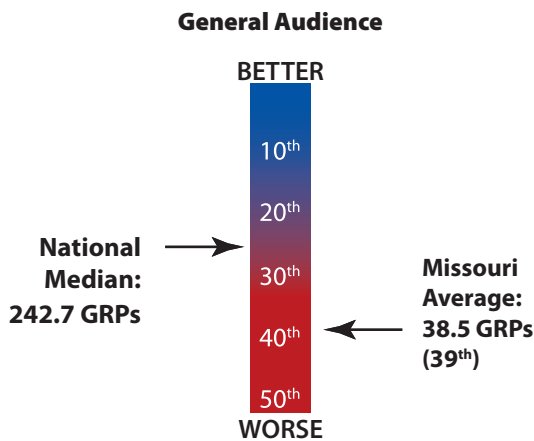
Source: Halpin, et al, 2011

Warn

Tobacco Counter-Marketing Media Intensity

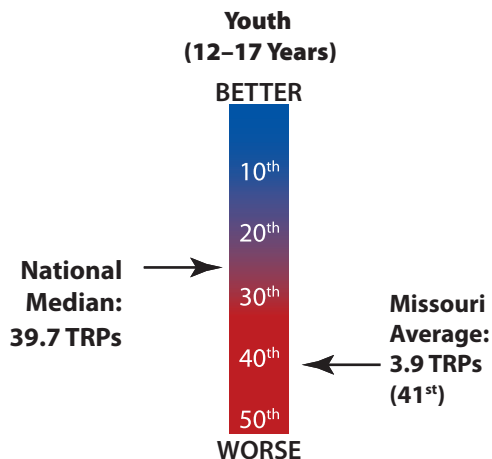
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Missouri had an average of 38.5 general audience GRPs and 3.9 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

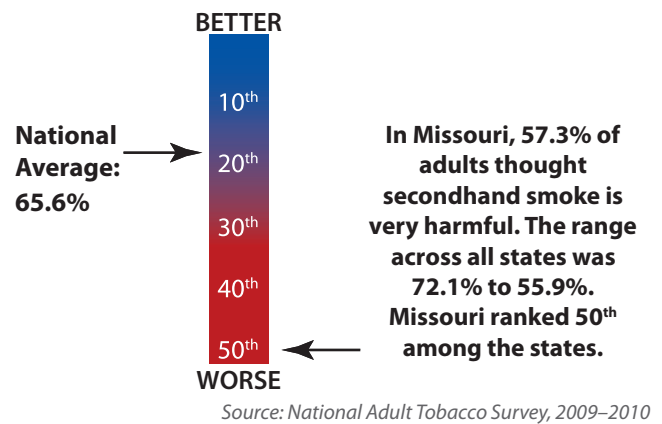


Source: CDC/OSH

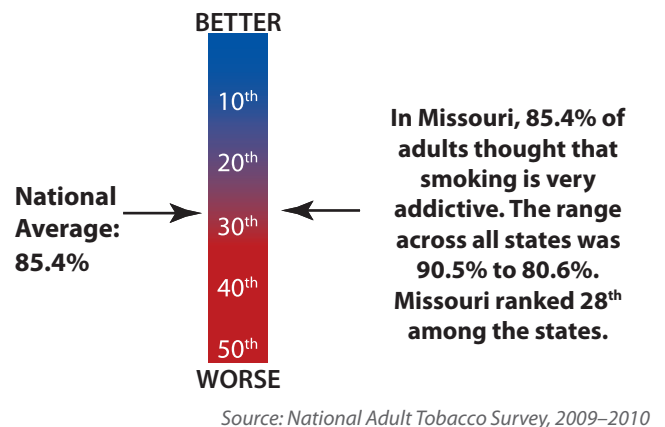
Knowledge of the Dangers of Tobacco

In Missouri, 57.3% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 85.4% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking





Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Missouri allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws


Promotion	Sampling	Display
 Yes	 Yes	 Yes

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Missouri did not require establishments selling cigarettes or smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 No	N/A	N/A	N/A	N/A

^a Annually

^b Fine

Note: Not all footnotes may be used.

Source: STATE System, June 2012

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Missouri was \$0.17 per pack, ranking 51st among the states. The tax on cigars was 10% of the manufacturer’s invoice price per cigar, and for little cigars the tax was 10% of the manufacturer’s invoice price per pack of 20. The tax on smokeless tobacco was also 10% of the manufacturer’s invoice price.

Price Paid for Last Cigarettes Purchased

In Missouri, 64.5% of adult smokers bought their last cigarettes by the pack, and 35.5% bought them by the carton in 2009-2010. The average price that Missouri smokers reported paying for their last pack of cigarettes was \$4.24 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Missouri smokers reported paying for their last carton of cigarettes was \$30.46 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

